

team.blue

# A blue.shift for people and planet

team.blue UK&IE 2024/25 Impact Report

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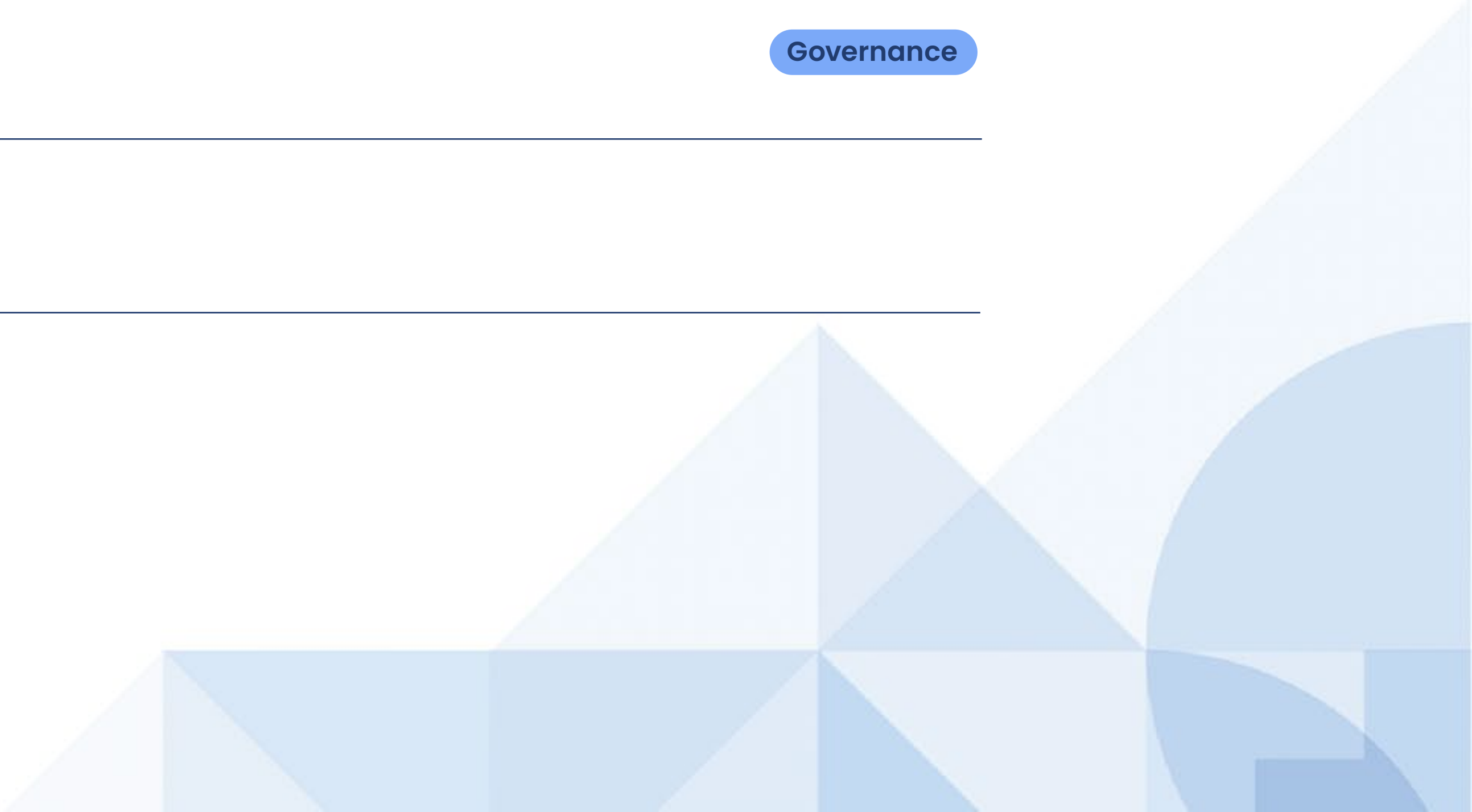
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# A letter from leadership



Sustainability is not an aspiration for us – it’s an operational commitment. We have powered our primary UK data centre with 100% renewable electricity since 2021, ensuring the energy behind our infrastructure is generated entirely from low-carbon sources such as wind and solar.

As part of the wider team.blue ecosystem, supporting millions of customers across Europe, we recognise the responsibility that comes with scale. We are proud to have strengthened our environmental and social performance during 2024 and 2025, and we remain focused on making measurable, long-term improvements.

Looking ahead, we will continue to embed sustainability into our commercial and technical decision-making, with a renewed focus on our local impact and accountability.

**Chirag Patel,**  
CTO,  
team.blue UK & IE

**Kelly Salter,**  
Commercial Director,  
team.blue UK & IE



Across 2024/25, team.blue Group has been establishing the foundation of our sustainability strategy: the **blue.shift**.

This sharpened strategic focus will unlock opportunities for every brand in the team.blue ecosystem. Together, we’ll identify new ways to create positive impact by making online business success sustainable, inclusive and trusted.

Each brand is critical to this journey – and this includes team.blue UK&IE, who are making important strides forward with their B Corp certification. I’m excited to see how these learnings can inspire change across our Group, empowering others to rethink ‘business as usual’ and accelerate the blue.shift journey.

**Vanessa De Waele,**  
Group Sustainability & Legal Director,  
team.blue Group

# Our 2024/25 highlights

**Our journey to B Corp certification is underway, looking to certify in 2026**

UK&IE

**Formalised quality assurance process** to drive customer satisfaction

UK&IE

**Improved visibility of our scope 2 carbon emissions,** tracking specific energy usage for our offices and data centres

UK&IE

**Sponsoring our local women's football team,** creating a safe space for sports in the Worcestershire area

UK&IE

**50% of new hires were female,** keeping us on track for our gender diversity goals

UK&IE

**Harmonisation** across all UK&IE employee contracts to ensure consistency and transparency

UK&IE

**Driven forward by collective progress across team.blue Group**

**Completed double materiality assessment process** to redefine our sustainability priorities

Group

**Approved SBTi targets** for our near-term emissions reduction, on our pathway to net-zero

Group

**Joined the UN Global Compact,** the world's largest corporate sustainability initiative

Group

# A trusted digital enabler for online businesses

team.blue Group is composed of over 60 brands across Europe, providing small and medium businesses (SMBs) with a full suite of digital products to grow their businesses online.



As part of the Group ecosystem, team.blue UK&IE helps to support SMBs with integrated solutions for their digital needs – across domain hosting, website building, cloud-based payment solutions, SaaS sales tools, marketing automation and e-commerce software.

Cybersecurity, privacy and compliance are embedded into all team.blue products and services, ensuring that we are a **beacon of trust** in keeping our customers' businesses safe and secure.

## Our Group value chain

### Suppliers

- Software licenses
- Cloud computing
- IT Services
- Domain registration
- Hosting
- Software
- Data centres

### team.blue brands

#### Functions:

- Product
- Technology
- Marketing & sales
- Customer support
- Supporting services

#### Outputs:

- Online presence
- Security & compliance
- Sales & marketing tools
- E-commerce & transactional formation
- Websites & Wordpress

### Small and medium businesses



3.3 million customers



60 brands across Europe



3,000+ employees

# **Our strategy** Make online business success sustainable, inclusive and trusted

We align with the blue.shift Group strategy, which follows three pillars:



## Environmental

Building **sustainable tech** for a resilient planet, where climate responsibility meets innovation



## Social

Driving **digital inclusion**, as a connected world is a fairer world



## Governance

Advocating **digital trust**, to build the products people can believe in



# Our materiality

In 2024, team.blue Group partnered with the ESG team of **our investor, Hg**, to conduct a double materiality assessment.

This exercise identified 9 material issues across environmental, social and governance topics. These are the topics that will be addressed as a priority for the team.blue ecosystem, through the blue.shift strategy:






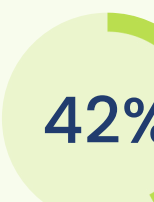
- 1. Cyber security
- 2. Data privacy & security
- 3. Energy
- 4. Climate change mitigation
- 5. Gender equality
- 6. Corporate culture
- 7. Diversity
- 8. Artificial intelligence (AI)
- 9. Training & development

# Our commitments

Across the team.blue family, we're working towards the below collective goals:




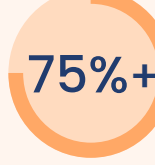


### Sustainable tech Environmental


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Renewable energy:	Cars converted to EVs:
	
Electrical items donated:	Supply chain emission intensity reduction:
	
Business travel emissions offset by planting trees & emission-saving projects:	Direct emission and electricity reduction:
	

### Digital Inclusion Social

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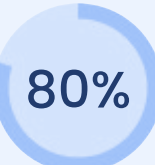
Diversity in new hires:	Leadership diversity:
	
	or above female representation
Survey participation rate:	Engagement score:
	
ESG & DEI training sessions per year:	Donations through our annual step challenge:
	
minimum	



**Volunteering work:**  
Initiate Group-wide programme, focused on inclusion & accessibility

### Digital trust Governance

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Board diversity:	ESG foc board reporting:
	
female representation	per year (quarterly)
Transparency on ESG:	Cyber, AI & data privacy training completion rate
	
annual group report	minimum

# team.blue UK&IE as a force for good



In September 2024, we launched our journey to B Corp certification, partnering with our sustainability consultancy partner Seismic. We're working to submit team.blue UK&IE's B Impact Assessment by the end of 2026.

Beyond the impacts for UK&IE, this is a catalyst for change across the wider team.blue Group. Assessing our performance against the B Corp framework has shown existing strengths and areas for improvement that all team.blue brands can learn from, fostering deeper collaboration between leadership and local teams.

**We have two existing certified B Corps in the team.blue family:**



**“We’re excited to leverage B Corp as our strategic guide, ensuring that we make the right decisions to benefit all our stakeholders. Our B Corp journey is shaping the Group’s broader approach to sustainability, wellbeing and governance, proving that meaningful change happens when values are embedded into everyday operations.”**



**Craig Robinson,**  
Commercial Director,  
team.blue UK&IE

Environmental

# Sustainable tech

Everyday life at team.blue is centred on increasing positive impacts, for our people and our team.blue customers.

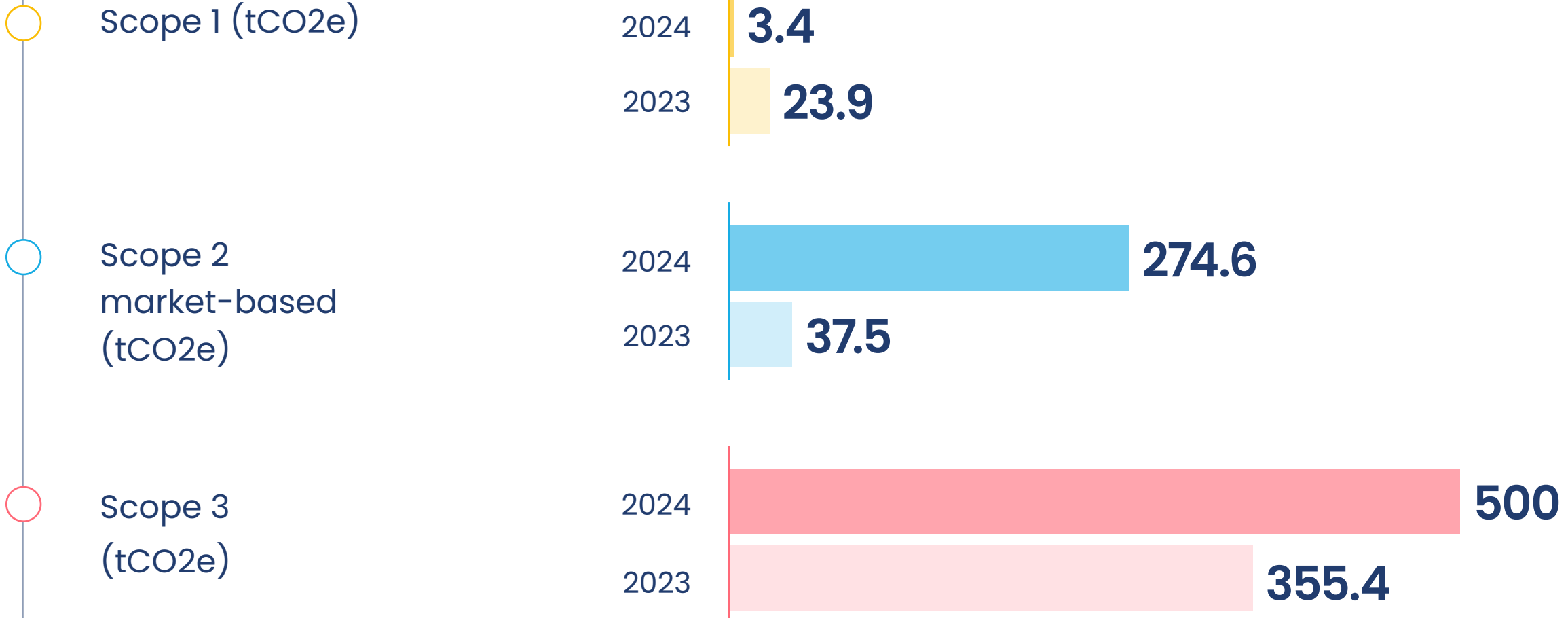
At the same time, we know that we need to mitigate our negative impacts, including the footprint we leave on our planet. By reducing our carbon emissions and resource consumption, we're committed to making online business simpler – and more sustainable.



Environmental

# Measuring our climate impact for consistent progress

Every year, we report on our carbon emissions across scopes 1, 2 and 3. This takes into account our direct and indirect impact on the planet.



### How our 2024 footprint has evolved:

- **86% reduction in scope 1 emissions** from 2023, due to a decrease in gas consumption.
- **Our scope 2 emissions have increased significantly**, because of improved data – we are now tracking specific energy usage for our offices and data centres.
- Although our **scope 3 emissions increased by 41%**, we made progress in several areas – such as water usage, electronic waste and business travel.

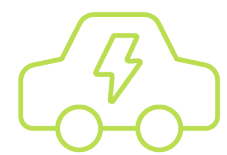
**778 tCO2e**  
team.blue UK&IE's total carbon footprint

We have recently improved our carbon data collection for the UK & Ireland to ensure more precise reporting. As this has led to a marginal increase in our recorded emissions, we will be restating our consolidated Group carbon footprint in the 2025/26 Impact Report to reflect these more accurate insights.

## Environmental **Powering our electric journey**

Back in 2019, we installed 4 electric vehicle (EV) charging stations at our Head Office in Worcestershire, UK. Although the chargers were primarily reserved for company car owners, we've made a conscious decision to open up access to these chargers for any stakeholders visiting our office.

We also have chargers available at our Hemel Hempstead, Reading and London sites, some of which are free of charge for employee use.



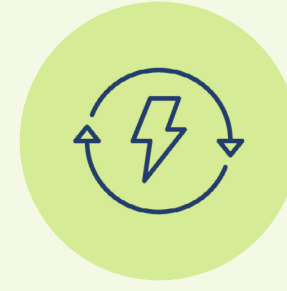
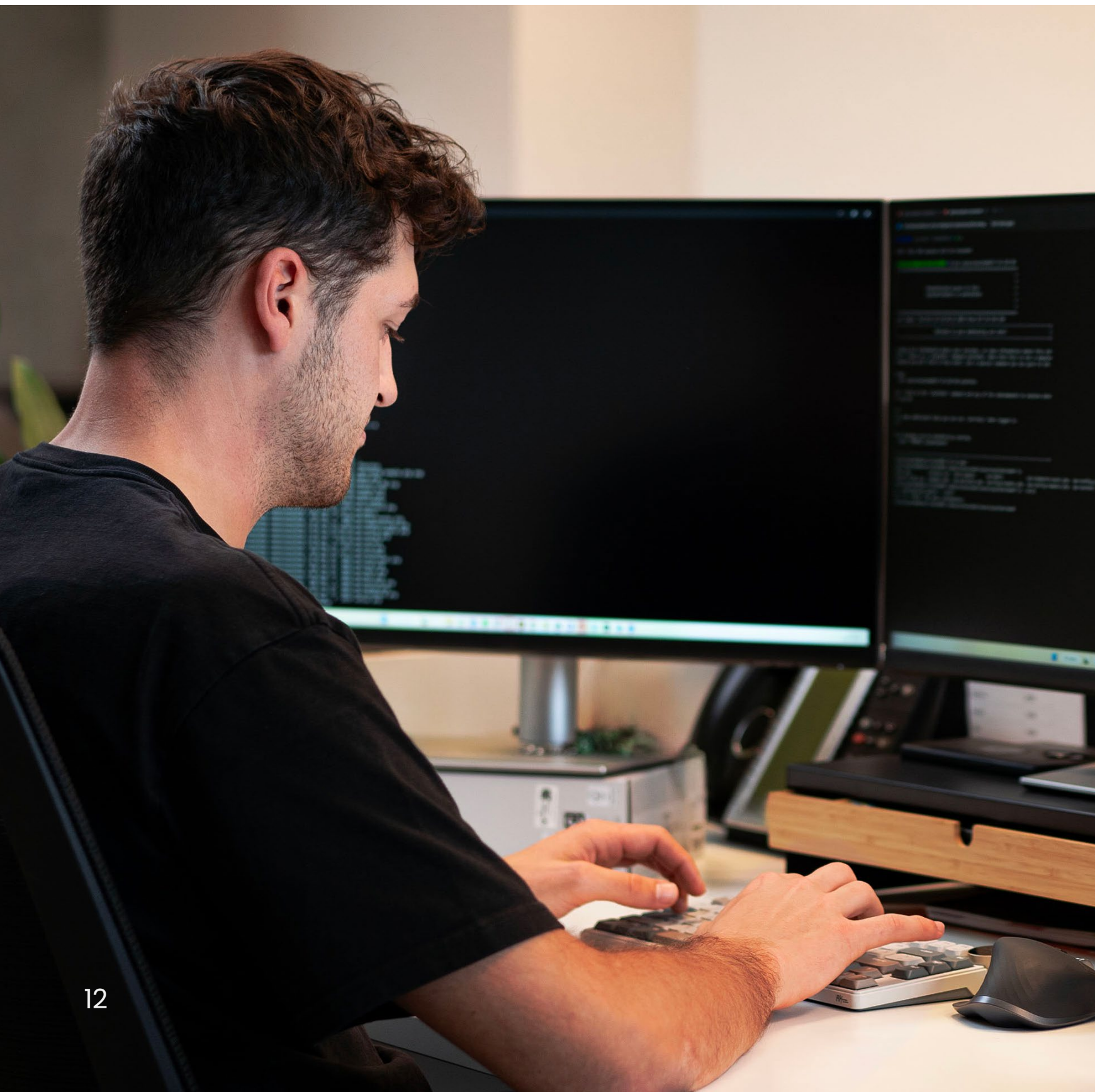
**We're already achieving team.blue Group's EV target, with 100% of our company vehicles either hybrid or electric.**



“Knowing there is a charge point available at work gives me real peace of mind. It means I can travel there and back in my electric car without worrying about range anxiety or access to charging – a genuine benefit as I try to lower my carbon footprint.”

**Daniel Drimer,**  
Technical Head of Bare Metal Services  
team.blue UK&IE

**Environmental** **How we're reducing our emissions across team.blue Group**



**Rethinking our approach to waste.**

In 2024, 100% of end-of-life servers were recycled or reused, and diverted from landfill.



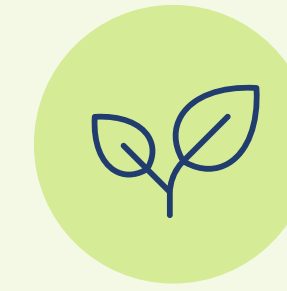
**Pay-as-you-go server access.**

All data for our EU customers is stored in European data centres under a 'pay-as-you-go' model. The result: streamlined use of server space, reducing the related carbon emissions.



**Targeting supplier engagement with SBT-aligned businesses.**

We're developing the necessary processes to formally track our procurement activities with suppliers who have set Net Zero targets. This will be a priority for our Group across 2025 and beyond.



**Committing to a fossil free internet.**

71% of team.blue brands are now verified by the **Green Web Foundation**, which tracks websites that are powered solely by renewable energy.

Environmental

# Checking in on our progress

Our commitments	Goal	2024/5		Progress
		Group	UK&IE	
 <b>Renewable energy</b>	100%	90%	95%	● Achieved
 <b>Cars converted to EVs</b>	100%	40%	100%	● Achieved
 <b>Electric items donated</b>	100%	100% 1,346 items	100%	● Achieved
 <b>Business travel emissions offset by planting trees &amp; emissions cut projects</b>	100%	> 100% 1,120 tCO2e offset (Group level)		● Achieved
 <b>Direct emission and electricity reduction</b>	42%	-19%		● More to be done
 <b>Supply chain emission intensity reduction</b>	52%	65%		● On track

## **Social** Digital inclusion

**We believe a more connected world is a fairer world. One where everyone can access the tools, opportunities and support they need to thrive.**

Inclusivity and accessibility is embedded in our culture, and reflected in how we engage with everyone around us. In other words, it powers the connectivity of our team.blue ecosystem.

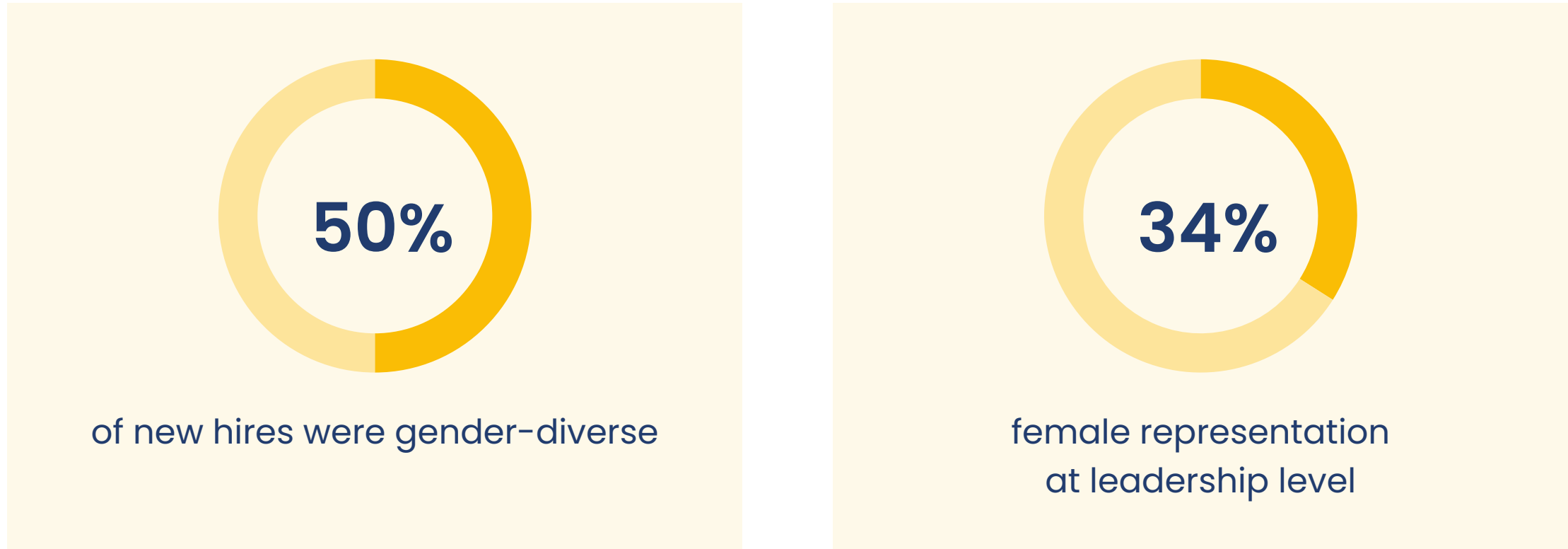


Social

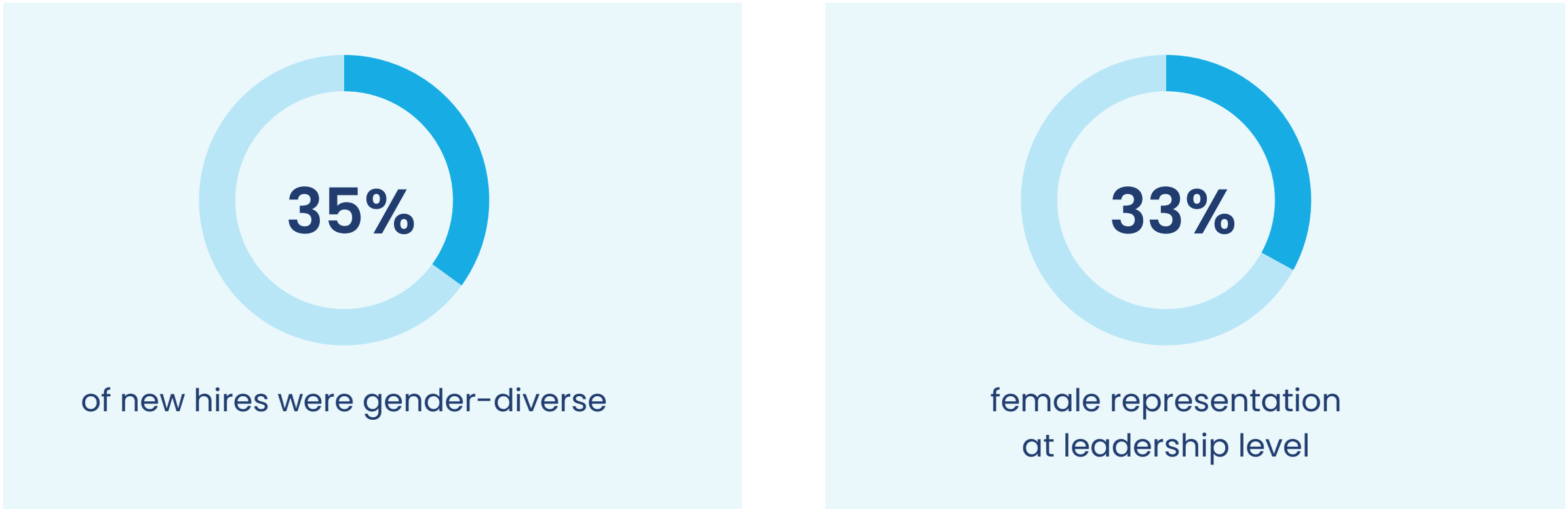
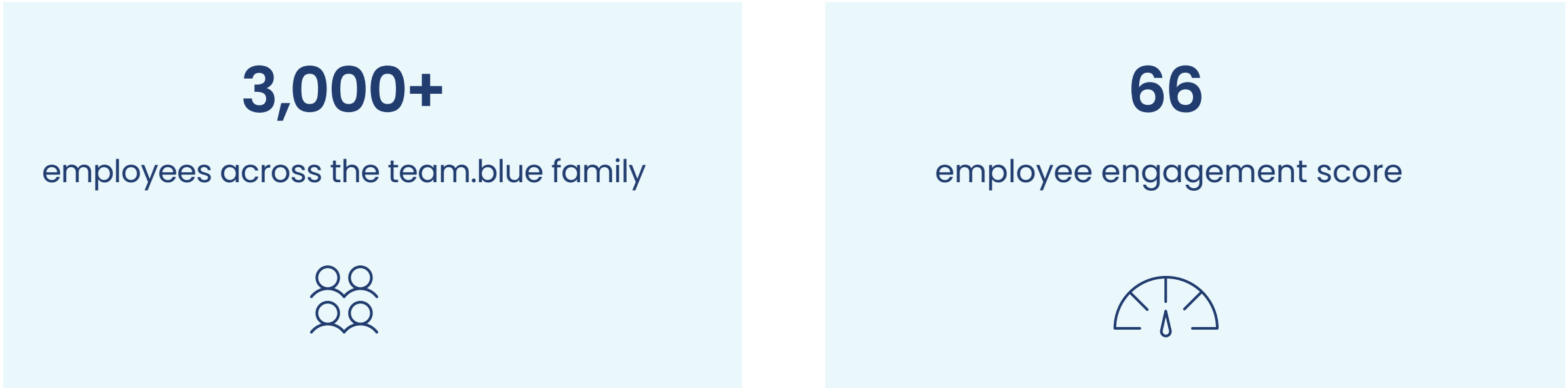
# Our people: the not-so secret sauce to our success

Our strength lies in our people. We are always growing and we're committed to helping our teams grow too, by supporting their wellbeing, development and sense of belonging every day.

## At team.blue UK&IE



## Across the team.blue Group



Social

# Life at team.blue UK&IE



## Mental Health First Aiders (MHFAs)

Our MHFAs play an instrumental role in how we support and manage our employees' mental health. They are available as a helping hand when it's needed, signposting others' to relevant support services or guidance and ensuring that no one feels alone in the challenges they face.



## Lunch & Learns

We brought the UK&IE team together for Lunch & Learns, inviting external experts to share insights into a range of wellbeing topics – from how to manage stress, to the power of Pilates!



## completion of Equality, Diversity and Inclusion training

In Summer 2024, we released a e-Learning course on equality, diversity and inclusion, as part of our commitment to fostering an inclusive workplace where every employee feels valued and respected. This training was hosted via iHasco, our UK&IE learning platform, and was mandatory for all employees and new starters.



## ONE.CORE framework for professional success

As part of a Group-wide initiative to evaluate and enhance job roles, responsibilities and pay, team.blue UK&IE completed the integration of the ONE.CORE framework.

With support from Senior Leadership Team, Group Rewards Team, local Regional Leadership Team members, and HR, we mapped job roles across our organisation and undertook a salary benchmarking and adjustment process.

We prioritised transparency throughout this initiative to ensure that all colleagues were aware of any changes and the reasoning behind ONE.CORE.



“As part of our commitment to building a positive and inclusive workplace culture, we introduced a series of Lunch & Learn sessions designed to support our people. These sessions focus on a range of topics. By prioritising these conversations, and building on the positive response from our teams, we’re committed to supporting a healthier, more connected, and more engaged workforce.”



**Caroline Copeman,**  
Head of HR team.blue UK&IE

# Celebrating community impact

**At team.blue, when we step up, it's never just for ourselves – it's also for our wider community.**

For every kilometre travelled in May 2024, team.blue Group donated €1 to charity. This year, we partnered with **MOVE Europe**, a charity dedicated to empowering young people with disabilities to move independently.

team.blue

**€18,000**

raised for MOVE Europe

MOVE Europe

**93%**

of young people accessing MOVE experienced improved health & well-being

“Thanks to team.blue, MOVE Europe has been able to continue providing vital opportunities for disabled children and young people to develop functional independent movement skills. Their collaboration has directly helped us reach more children, provide essential resources and support to our MOVE settings, and create life changing experiences for those who need it most, ensuring every disabled child can Dare to Dream!”



**Chloe Plummer,**  
Programme Coordinator,  
MOVE Europe

We welcomed the MOVE Europe team to our offices in Worcestershire, UK, to celebrate the donation and give them a glimpse of team.blue life.



## Supporting talent in women's football

In February, we signed up as sponsor to our local women's football team, Nunnery Wood United. We're thrilled to be partnering with a local organisation to support wellbeing and connections in the community – as well as having fun!

“We are so grateful for the sponsorship we receive from team.blue UK&IE for our women's football team. It is so important to us – we simply wouldn't be able to operate without it. Your sponsorship has enabled us to create space for 20+ women keep playing football in a safe and fun environment, as well as start an under-18 girls team, fostering talent across all ages.”



**Derek Ridge,**  
Assistant Manager  
Nunnery Wood United

# **Social** Addressing customer satisfaction with formalised quality assurance

Our customers' needs are always evolving. It's essential that we continue to understand these needs, and evolve our support to match. Which is why we formalised our quality assurance (QA) process in February 2025, providing clearer standards and procedures for delivering high standards of customer service.

**New Customer Success & Operations Team Leader to drive our QA process**



Effective QA is the focal point of our contact centre operations. To improve our everyday customer service, we targeted five key areas to support collective growth and success:

 **Regulatory compliance**

 **First contact resolution**

 **Sales opportunities**

 **Retention & cancellation reasons**

 **Call behaviour**

Where customer enquiries are more complex, we've also introduced an Advanced Technical team, ensuring that issues are effectively evaluated and addressed.

We are in the process of aligning our procedures with ISO 9001 across all brands.

**45.8 NPS**

**Meeting our target of 45**

Celebrating our good Net Promoter Scores, but there's room for improvement

**183,000+**

inbound calls taken

**126,000+**

ticket requests handled

Social

# Checking in on our progress

Our commitments	Goal	2024/5		Progress
		Group	UK&IE	
 Diversity in new hires	40%	35% female representation in new hires	50% female representation in new hires	● On track
 Leadership diversity	30% on or above	33% female representation in Leadership	34% female representation in Leadership	● Achieved
 Survey participation rate	85%+	92%	91% UK    93% IE	● Achieved
 Engagement score	75+	66%	62 UK    74 IE	● On track
 ESG & DEI sessions	5	6 (Group level)	6 (Group level)	● Achieved
 Volunteering work	Initiate Group-wide programme	With AccessiWay	Not yet launched	● On track

Governance

# Digital trust

**We're not into box-ticking and simply meeting the minimum requirements; we're committed to going above and beyond compliance.**

For team.blue, effective governance of data, artificial intelligence (AI) and systems is part of daily operation – and the launchpad to unlock our greatest potential.





# Taking a unified approach to information security

Maintaining high standards for information security can be a complex task when navigating the evolving digital landscape and changing customer needs. In 2024, we launched a project to **centralise our management** processes, increasing efficiency and strengthening our unified approach across team.blue UK&IE.

Previously, four of our core brands — Simply Hosting, Cat2, UKD and GURU — operated under separate ISO certifications. Managing multiple certification bodies meant dealing with different levels of assurance, varying audit schedules and diverse management systems.

We are currently transitioning these brands toward **a shared, universally recognised UKAS-accredited certification**. Upon completion in 2025, this project will provide a single, robust framework, streamlining our internal audits and providing our customers with a clearer standard of trust.

**“This centralisation project is an important step for our maturing business – demonstrating that information security governance is applied consistently across team.blue UK&IE.”**



**Benjamin Haskey,**  
CISO  
team.blue UK&IE

# Finding new ways to keep our business safe and secure

Cybersecurity is a serious issue that presents significant risks to our business. But cybersecurity training... this can be a lot more fun.

In September, we launched a revised training programme for all team.blue employees, empowering them with the necessary tools and skills to spot suspicious behaviour and respond appropriately.

**100%**  
participation rate

**87% completion**  
for team.blue UK&IE



## Reporting and transparency

We're approaching our sustainability journey openly and honestly, by sharing our progress through the below channels:

### Our first Impact Report

We're excited to be one of the first team.blue brands to publish our own Impact Report, taking transparency to the next level. Our progress is also included within team.blue Group's report, which details our collective efforts – see the [2024/25 Report](#) for more information.

### Investor review

Each year, our Group ESG performance is disclosed to our investor **Hg**, as part of ongoing benchmarking. UK&IE's progress is incorporated within this review, ensuring that every team.blue brand is moving forward in the right direction. As a Group, we consistently score **100%** on policies and procedures for key compliance issues, positioning us as a leader in Hg's portfolio for ethical and transparent business.



### UN Global Compact

HAs part of the team.blue Group, UK&IE is a member of the **UN Global Compact**, bound by commitments to four pillars of Human Rights, Labour, Environment and Anti-Corruption.



Governance

# Checking in on our progress

Our commitments	Goal	2024/5		Progress
		Group	UK&IE	
 <b>Board diversity</b>	30%	30% female representation	50% female representation	● Achieved
 <b>ESG in Board reporting</b>	Minimum quarterly	Monthly		● Exceeded
 <b>Transparency on ESG</b>	Annual public reporting	See Group's 2024/2025 Impact Report	You're reading it!	● Achieved
 <b>Cyber, AI &amp; data privacy training</b>	Minimum 80% participation rate	84% completion rate with 100% participation	87% completion rate with 100% participation	● Achieved

# Looking ahead

Our journey continues as we target **B Corp certification in 2026**. This isn't a finish line, but a catalyst for further growth as we deliver on our **blue.shift** strategic pillars and deepen our commitment to lasting positive impact.



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